GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:897
ANSWERED ON:22.11.2007
REVENUE BY SELLING ADVERTISING SPACE
Kharventhan Shri Salarapatty Kuppusamy

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Railways are earning huge revenue by selling advertising space;

(b) if so, the details thereof, division-wise; (

(c) whether all the divisions have taken steps to promote more revenue by advertising space;

(d) if so, whether any target have been fixed for the current year and for the coming years; and

(e) if not, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI R. VELU)

(a): Yes, Sir.

(b): The detail of the revenue earned by Railways (Zone-wise) through advertisement during the last three years (2004-05, 2005-06 and 2006-07) is attached. Division-wise earnings are not maintained, the earnings are maintained Zone-wise.

(c): Yes, Sir.

(d)&(e): Railways have been advised to maximise the earnings through commercial publicity, however, no individual targets have been fixed centrally for the divisions.

STATEMENT REFERRED TO IN REPLY TO PART (b) OF UNSTARRRED QUESTION 897 BY SHRI S.K. KHARVENTHAN TO BE ANSWERED IN LOK SABHA ON 22.11.2007 REGARDING REVENUE BY SELLING ADVERTISING SPACE..

(Rs. in thousands)

The revenue earned by Advertisement on Railways (Zone-wise) during the last 3 years (2004-05, 2005-06 & 2006-07)

	2004-05	2005-06	2006-07
Central Railway	55844	130301	237165
Eastern Railway	25216	35888	53052
East Central Railway	5992	4589	4338
East Coast Railway	6792	6960	9012
Northern Railway	96562	104483	53769
North Central Railway	4644	3528	15869
North Eastern Railway	5716	7757	8732
Northeast Frontier Railway	1032	4072	12647
North Western Railway	16514	21924	28649
Southern Railway	32367	61760	124054
South Central Railway	16220	27240	32658
South Eastern Railway	6892	9144	11997
South East Central Railway	12131	4515	4257
South Western Railway	16523	26622	29342
Western Railway	144778	256622	262019
West Central Railway	4217	9395	12911
Metro Railway, Kolkata	50662	66052	104538
Total	502102	780852	1005009